

EC'd Yes Last Received: 09/24/2012 4:06 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1844	Agency C/P1/P2/E 95/101/1844	
Buyer Dan Nagelberg	Flight Dates 09/25/2012 - 10/01/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 4,275
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	9A-10A	TODAY SHW2-NBC	:30	\$300.00	09/25-09/28	2	1	2	\$600.00	
	2	TU-F	10A-11A	TODAY SHW3-NBC	:30	\$125.00	09/25-09/28	1	1	1	\$125.00	
	3	TU-F	6A-7A	WAVY NEWS-6A	:30	\$350.00	09/25-09/28	3	1	3	\$1,050.00	
	4	TU-F	5P-530P	WAVY NEWS10-5	:30	\$350.00	09/25-09/28	3	1	3	\$1,050.00	
	5	TU-F	530P-6P	WAVY10NWS-5.30	:30	\$350.00	09/25-09/28	4	1	4	\$1,400.00	
	6	TU-F	11A-12P	HAMPTON ROADS SHOW	:30	\$50.00	09/25-09/28	1	1	1	\$50.00	

---REPORT TOTALS---

Report Totals: 14 / \$4,275.00

---SALES MONTHLY TOTALS---

Sep 12: 14 / \$4,275.00 Oct 12: 0 / \$0.00
Sales Totals: 14 / \$4,275.00

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Station Totals: 14 / \$4,275.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$42,750	CATV 0%	WAVY 10%	WGNT 7%	WPXV 0%	WTKR 18%
		WTVZ 12%	WVBT 35%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE